

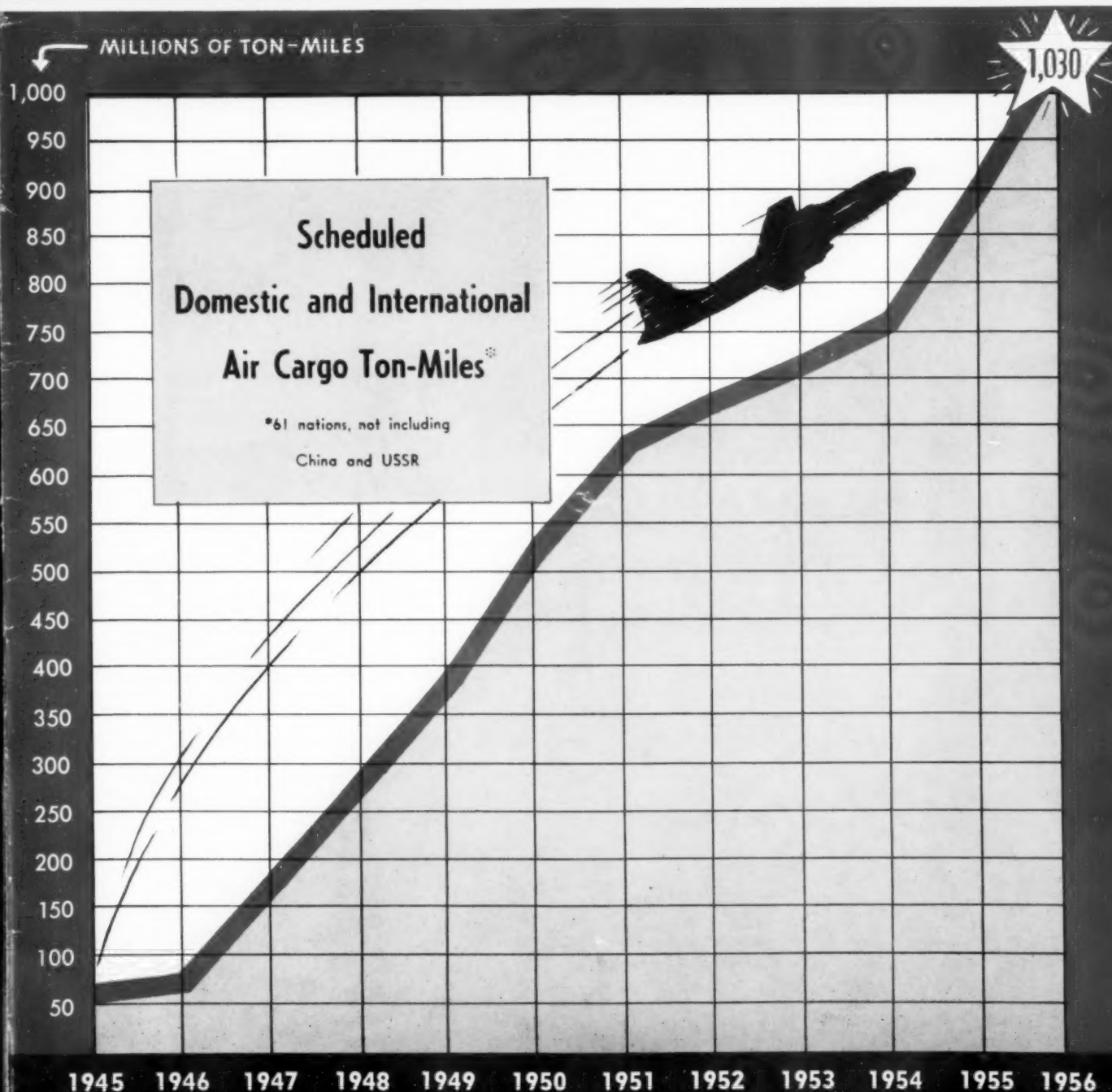
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AIR TRANSPORTATION

Vol. 30, No. 3

THE AIR MAGAZINE FOR THE BUSINESS EXECUTIVE

March, 1957





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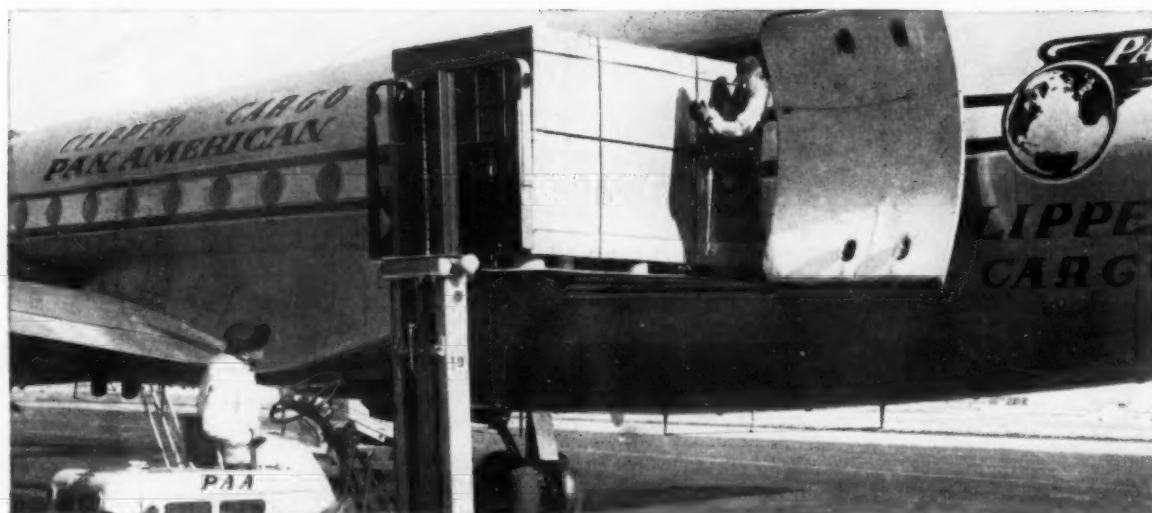
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March, 1957

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Net circulation of this issue (not including distribution to advertising agencies, advertising prospects, public relations firms, newspapers, and magazines; special distributions for promotional purposes; and cash sales) totals 9,707 copies. Gross circulation is more than 10,250 copies. This issue will be received by a minimum of

8,531 shipping and business executives concerned with the proper and economical transportation of commodities, including the following professional categories:	188 general and sales managers also
5,357 traffic managers	348 airline executives and other personnel
1,015 presidents; partners; proprietors	156 military establishments and personnel
124 Vice presidents	77 trade organizations
113 secretaries; treasurers, controllers	260 Federal, state and city government departments
552 freight forwarders	104 educational institutions and students
332 export-import merchants; export-import merchants	72 business and public libraries
283 purchasing agents	46 foreign governments
567 aviation department heads of industrial firms	52 aircraft and aircraft equipment manufacturers
	41 miscellaneous

The most recent study of *Air Transportation's* circulation has shown a pass-along of each issue to 3.45 persons, or a total readership of 4.45 persons per copy. On this basis, this issue of *Air Transportation* will be read by a minimum of 43,196 persons. The latter figure does not include readers not classified under "net circulation."

Paris, London Direct From Midwest by Pan Am

New York—Direct, one-plane service to Paris and Rome from Chicago and Detroit will be inaugurated by Pan American World Airways June 2. Willis G. Lipscomb, vice president-traffic and sales, in making the announcement, said that departures from the Midwest will be every Sunday and Thursday, with returns on Tuesdays and Saturdays.

Departures from Chicago will be at 11 a.m., from Detroit at 1 p.m., and from Boston at 4:15 p.m. First European stop is at Paris (8:10 a.m.), with arrival in the Italian capital at noon. Departing Rome on the return flight, Pan Am's transports will take off at 7:15 p.m. Monday and Friday; from Paris, 11:15 p.m. Arrival in Boston is at 7:10 a.m.; at Detroit, 9:35 a.m.; at Chicago, 12:05 p.m.

Present service from the Midwest to Shannon, London, and Frankfurt is continued. Currently on a three-a-week basis, the schedule will be increased to five-a-week April 28, and to daily service June 1.

Schweizer Teaches Course

New York—An evening course in international air transportation, at the Baruch School of Business, City College, is being taught by Alvin C. Schweizer, Eastern traffic manager, TACA International Airlines.

Swiss Watchmakers Are Served by Swissair

Zurich—La Chaux-de-Fonds, highest town in Europe and housing some 250 watch-manufacturing companies is now receiving three-a-week direct service from Zurich. Swissair, which placed a new *Twin Pioneer* on these flights, has dovetailed schedules with those of the airline's transatlantic flights. Aimed at expediting service to the watchmaking industry, Swissair has absorbed charges above the normal transatlantic rates.

Avianca Speeds Cargo

New York—Miguel Pombo, U. S. manager for Avianca, has announced that a change in operating procedure will expedite southbound cargo at United States gateways. Shippers who specify "Via Avianca" in the routing box of the airwaybill will be assured of the Freight's carriage on the Colombian carrier's nonstop service between New York and Jamaica, and on its one-stop service between New York and Colombia.

Seaboard-Gibson Pact

London—E. A. Gibson & Co., Ltd., well-known aircraft and ship chartering brokers and international freight forwarding agents, (Concluded on Page 33)

French Plane-Building Companies Will Merge

Paris—On March 1, the two largest aircraft companies in Continental Western Europe—Sud-Est Aviation and Ouest Aviation, both of France—will merge to form Sud Aviation. The merger will make the new company the ninth largest aircraft builder in the world.

Heading the company as president will be Georges Hereil, president and chairman of the board of Sud-Est. Georges Glasser, former president of Ouest, will become director and vice president. Hereil stated that the "foremost aim of this merger is the increased extension of the new company's production and development facilities." Among the aircraft to be produced by Sud will be the *Caravelle* jet transport.

Lufthansa Cargo Parley

New York—An international sales conference specifically geared to the problems of cargo was recently concluded by Lufthansa German Airlines here. The meeting was conducted by Ted H. Ostermann, North American sales manager, and J. W. Paetow, North American cargo manager, with Wolf-Werner Wilzer, general system cargo manager, as special guest. Attending were all of Lufthansa's North American district office sales managers.

The German carrier is adopting the position that air cargo cannot be treated as "a byproduct of revenue." Emphasis is being placed on its significance to the company. Discussed were:

- ▶ Plans for all-cargo routes.
- ▶ Establishment of new cargo offices.
- ▶ Recognition of air cargo's importance to Lufthansa's economy.

Slick, Mercury Sign

New York—Mercury Air Freight, Inc. has been appointed Slick Airways' ground carrier for the Greater New York area. The new contract makes Slick the seventeenth airline handled by Mercury. Mercury, which last year moved its base of operations to Idlewild's new International Air Cargo Center, reportedly picks up outgoing freight from shippers in a minimum of five minutes and a maximum of two hours after the PU order is placed. Incoming freight is picked up from the airlines throughout every day for city delivery.

Announcement of the deal was made jointly by John E. Muhlfeld, vice president-sales and traffic, and Stuart H. Goldsborough, director of New York-New Jersey sales and traffic, both of Slick; and Anton Roper, president, Mercury Service Systems, Inc., and Robert W. Williams, general manager of the subsidiary Mercury Air Freight.

SALES CAMPAIGN KICK-OFF



Air Express International's sales campaign slogan is 7-11 in '57, and Charles L. Gallo, AEI president, rolls the dice for the official send-off. Why 7-11 in '57? Because, Gallo says, the "7" represents the company's 7 million-pound export cargo goal for the year, while the "11" is representative of AEI's 11 district offices. Above picture was taken at AEI's first annual general sales parley. Seated (left to right): Joseph Santarelli, import manager, New York; Donald Haire, sales representative, Chicago; Roger Kolda, West Coast regional manager; Richard Sellentin, district manager, Los Angeles; Mario Furnari, southern regional manager; Robert S. Johnstone, secretary and assistant treasurer; Fred Hayes, district manager, Newark; Robert Landsman, personnel director; Joseph Berg, district manager, Philadelphia; Frank Lucera, sales representative, New York; Donal Cassidy, sales representative, New York. Standing (left to right): Keith Atwood, senior sales supervisor, Chicago; Tiburcio Hernandez, district manager, Houston; M. A. Hillias, district manager, New York; Arthur Stephenson, district sales manager, Miami; William Moran, sales representative, New York; Charles Bilella, sales representative, New York; George Weenan, district manager, Detroit; Gallo; Fred Shinn, director of customer relations; John McCormick, district manager, New Orleans; Hunt Laffey, district manager, Chicago; Stanley Ver Nooy, general traffic manager, Alvin B. Beck, vice president; Shelby Merrill, general sales manager.



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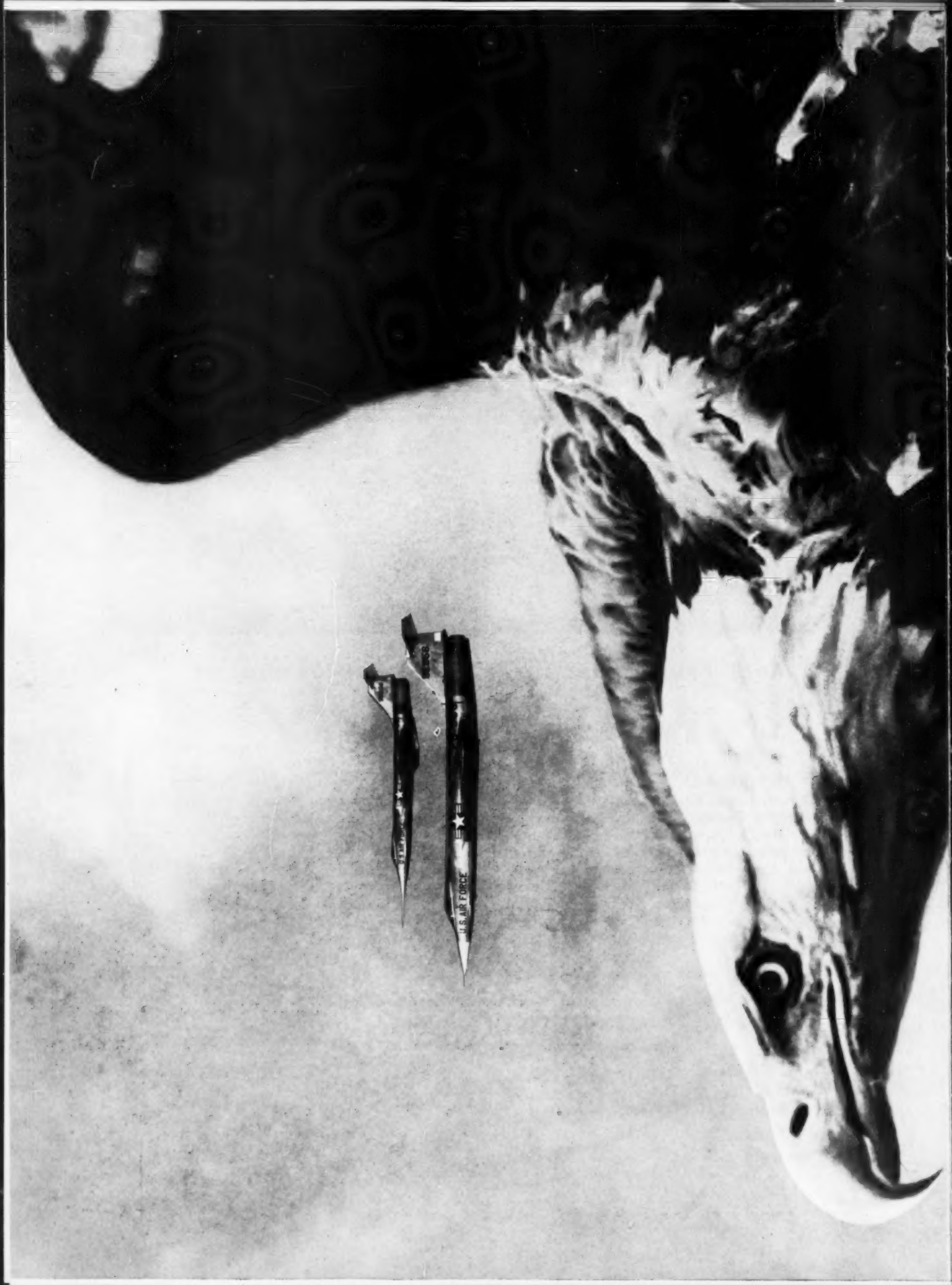
For *personalized* air cargo service to and from Germany...or anywhere in the world...call your freight forwarder or nearest KLM office for lowest rates on your commodity. Pickup and delivery service if you wish.

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CAN FINISH READING THESE FEW WORDS.

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PAGE 10—AIR TRANSPORTATION—Air Commerce

SERVICES

Pan American:

One-plane service from New York to Montego Bay, Jamaica was begun last month. Daily flights depart Idlewild at 1 a. m., arriving at 10:30 a. m. Intermediate stops are at Ciudad Trujillo, Dominican Republic, and Port au Prince, Haiti.

Scandinavian: Inaugural date of SAS' second transpolar route, from Copenhagen to Tokyo, was scheduled for February 24. DC-7Cs were to leave the European and Asian capitals on the same day, passing each other over the North Pole. The new route gives SAS a transglobal route. Sixteen familiarization flights preceded inauguration of the new service. Each plane was to have a crew of 11, changing at Anchorage. The Scandinavian carrier's Global Express service will have two eastbound and westbound flights a week. Departures from Copenhagen are set for Tuesdays and Saturdays; from Tokyo, Tuesdays and Fridays.

Lufthansa: A new flight record for the hop from New York to Shannon (3,072 miles) is claimed by the German airline. A Lockheed Super-G Constellation, commanded by Captain Alwin Meyer, transported a load of 38 passengers, 1½ tons of freight, and a crew of 11 to the Irish airport in 8:30 hours.

Trans-Canada: Daily Viscount service has been inaugurated between Quebec City and Montreal. A second daily Viscount flight will be put on the route March 1.

Air Freight Forwarders:


CAB Examiner Herbert K. Bryan has recommended that air freight forwarders should not be made subject to the minimum-rate order applicable to the domestic airlines. On the question of whether forwarders should be allowed to make shipments beyond break-bulk points, Examiner Bryan recommended that consideration be deferred until Docket 1705-7 is taken up. American Airlines is petitioning for a modification of the rule which describes the forwarding of a portion of a shipment from a break-bulk point as a separate shipment. AA would have CAB permit the airlines to make onward shipments via surface carriers beyond break-bulk points.

The issues in the case decided by Bryan (Docket 1705-6) were:

"... whether the existing minimum-rate orders now applicable to direct air carriers should be made applicable to air freight forwarders."

"... if existing minimum-rate orders for direct air carriers should not be made applicable to air freight forwarders, what, if any, minimum rates and charges should be prescribed for the transportation of air freight by air freight forwarders."

Bryan pointed out that in the Air Freight Rate Case nine years ago, minimum rates were prescribed for the transportation of property by air. These rates were applicable to airlines and not to forwarders "which at that time were operating only to a negligible extent." On October 20, 1955, Slick Airways, all-cargo carrier, filed with the CAB a petition requesting that the min-



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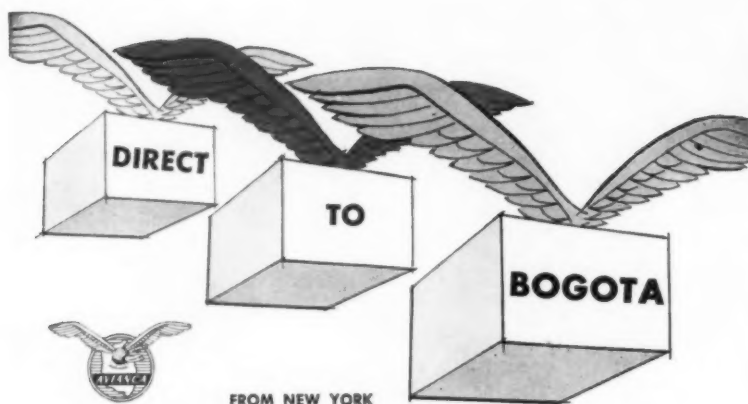
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imum-rate order be made applicable to the forwarders. The petition was supported by American Airlines and United Air Lines. The forwarders, individually and through the Air Freight Forwarders Association, moved to dismiss Slick's petition. The AFFA urged that while the indirect air carriers should not be brought under the minimum-rate order, "separate minimum rates are necessary and should be prescribed for air freight forwarders." The Board's investigation was the outgrowth of the foregoing.

Seaboard & Western: The transatlantic all-cargo airline has won permission to serve Cologne, Germany as a co-intermediate point with Dusseldorf, and to serve Manchester, England on the same route. Cologne is reported to have a good deal of inbound and outbound cargo traffic. With respect to Manchester, Seaboard had argued that shippers in the area were critical of delays in transatlantic air shipment because London is used as a transshipping point for all-cargo service. It was stated that BOAC, which acts as general agent for Seaboard in the United Kingdom, wanted to see the direct all-cargo run between New York and Manchester established.

Pan American: Examiner Leslie G. Donahue has recommended denial of Pan Am's application for authority to serve Madrid as an intermediate point between Lisbon and Spain on its North Atlantic route. The examiner, however, recommended the granting of temporary rights to serve Madrid as an intermediate point between Lisbon and Casablanca. This would be restricted to flights between the United States and the Union of South Africa, originating or terminating at New York or Johannesburg. Temporary period would end July 4, 1959. Also recommended for denial was Pan Am's application for a new route segment which would set up San Juan as a co-terminal on flights to Rome, with Madrid as the intermediate point.

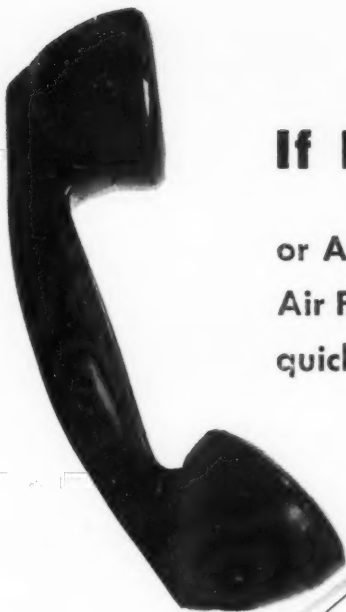
Swissair. Examiner Joseph L. Fitzmaurice L. Maurice has recommended that the CAB amend the Swiss carrier's permit to allow the substitution of the intermediate point Cologne for the intermediate point Frankfurt on its Switzerland-United States route.

Hawaiian: Cargo rates and charges between Hawaiian points contained in Hawaiian Airlines' tariff No. 12 have been found unjust and unreasonable by Examiner Thomas L. Wrenn. In his initial decision in the Hawaiian Airlines Cargo Rate Investigation, Wrenn said the rates and charges should be canceled. He set forth a schedule of rates which were declared to be the legal maximum for Hawaiian's all-cargo service.

Mohawk: The Board voted to authorize the local-service carrier to provide nonstop service for a temporary period of three years between Syracuse and New York City.

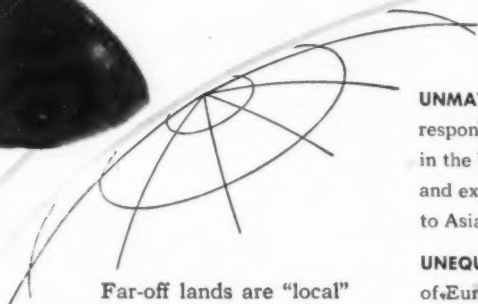
Allegheny: The local-service carrier has been authorized to serve Hazleton, Pennsylvania, for a temporary period ending February 10, 1959.

North Central: The airline has been authorized to operate on a temporary basis between Grand Forks, North Dakota, and Omaha, via Fargo, North Dakota; Watertown, Brockings, Sioux Falls, and Yankton, South Dakota; and Sioux City, Iowa, until 60 days after final decision by the Board in the Seven States Area Case.



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U. S. Airlines



American: Eugene C. Taylor elected vice president-maintenance and engineering.

Chicago Helicopter: Robert S. Angstadt named vice president-operations.

Flying Tiger: M. N. Costa appointed assistant to the vice president for coordination of contract sales.

Riddle: Rodney W. King named executive vice president, and Peter T. Craven senior vice president and treasurer . . . John F. Barrett upped to director of traffic and sales.



Craven King Barrett

Riddle executives

Slick: Robert J. Smith, president, named Dallas' "Aviation Man of the Year" by the Dallas Chamber of Commerce.

TWA: A. Keith Singer takes over post of general communications manager from Paul Goldsborough, recently retired . . . J. J. Kennybertz promoted to assistant general communications manager, and W. L. Bennett to manager communications-fixed systems.



Smith
Slick

United: James A. Kennedy appointed regional affairs manager.

Seaboard & Western: Alastair Thomson and John H. Rosenwald appointed respectively vice president-commercial services and vice president-administration . . . David Bentley Wright, former cargo sales manager for TWA in London, takes over sales and operations managership for the United Kingdom.



Thomson Rosenwald

Seaboard vice presidents

New York: Fred M. Glass, senior vice president and chief executive officer of the Empire State Building Corporation, elected a member of the helicopter airline's board of directors.

Pan American: Robert C. Crowe, formerly district traffic and sales manager at St. Thomas, Virgin Islands, assigned to Nassau in the same capacity. Luis Marcana, ex-San Juan, replaces him at St. Thomas . . . George S. Morley promoted to director-station manager at Nassau.

Foreign Airlines

BEA: John F. Norton, formerly assistant sales manager, named sales manager, North America.

KLM: Peter H. Thurridl, cargo representative, transferred from the Lower California area to Houston, Texas.

Indirect Air Carriers

Airborne Freight Corp.: Larry L. Rodberg named vice president. He formerly served as Los Angeles district manager.

Traffic & Export

Doughboy Industries, Inc.: Harry E. Nelson, formerly associated with Pillsbury Mills, succeeds Henry Iberg as traffic manager.

Ekeo Products Co. Carl A. L. Running named general traffic manager.

Pratt & Whitney: James W. Lee named traffic manager of the company's Florida operations.

Electric Auto-Lite Co.: Robert J. Flahie appointed traffic supervisor, of the Battery Division. John A. Norton, also appointed traffic supervisor, will head the Freight Rates Section of the Central Traffic Department.

Rapid Mounting & Finishing Co.: William F. Campbell named traffic manager. Canadian Industries, Ltd., Montreal: G. J. Claveau and J. J. Hyland appointed respectively manager of inland freight, and manager of export and water freight in the company's Traffic and Customs Department.

U. S. Industries, Inc.: Walter C. Brink, ex-traffic manager of the Hegewisch Ordnance Division, upped to general traffic manager of U. S. Industries.

Rochester Gas and Electric Corp.: Charles E. McIntosh succeeds John E. McMann as traffic manager.

Nebraska Bridge Supply & Lumber Co.: Eugene E. Gaukel appointed traffic manager.

International Minerals & Chemical Corp.: Eugene Landis becomes director of transportation, Walter Knorst becomes assistant director, and Charles Scervino fills the position of assistant to the director, in the reorganized traffic department.

Caloric Appliance Corp.: E. G. Aiken, Jr. promoted to traffic manager.

Celotex Corp.: Pete Walsh, general traffic manager since 1931, was recently inducted into the company's 25-year club at a dinner held in the Sherman Hotel.

Aircraft Manufacturing

Boeing: Donald J. Euler appointed to the newly created position of director, operations planning . . . L. B. Ludford named corporate facilities administrator in the office of the director. Ben M. Wheat, ex-Wichita Division, replaces Ludford.

Lockheed: J. F. McBrearty fills a newly created assistant general manager position, with general supervision over commercial aircraft projects at the California Division . . . Robert A. Bailey heads a new advance systems research organization combining under one executive the preliminary design, aerodynamics and military operations research divisions of the engineering branch . . . E. H. Spaulding succeeds McBrearty as chief structures engineer, and Sherwood C. Frey takes over from Bailey as military operations research division engineer . . . Richard L. Bean, elevated from News Bureau manager, to public relations manager of the California Division. Warren R. Hughes succeeds Bean in his old post . . . John H. Carter and Stanley W. Burriss appointed managers of two new weapon system organizations in the Missile Systems Division.

Republic: James L. Murray, appointed administrative assistant to the president.

Miscellaneous

Air Transport Association: Leo Seybold, of United Air Lines, has joined ATA as assistant to the president, in charge of federal affairs.



Nassau Suffolk Traffic Club, Inc., Stewart Manor, Long Island, N. Y.: January 23 meeting was dedicated to Freight Forwarders Night.

Green Bay Traffic Club, Green Bay, Wis.: New officers for 1957—B. W. Erickson, president; R. Berceau, vice president; Ken Laird, secretary; John Diamond, treasurer; Bob Vandenveld and Maurice Lawyer, directors.

Traffic Association of New Haven County, New Haven, Conn.: New officers—Frank R. Gabinelle (Clipper Carloading Co.), president; John Blomgren (Sargent & Co.), first vice president; Lewis Julianelle (Eldorado Transportation Co.), second vice president; Edward Cozzolino (Rundard's Motor Express), secretary; George Maselli (Yale Transport, Inc.), treasurer. Retiring president, Serge Neprash (Armstrong Rubber Co.), takes over chairmanship of the board. Following board members were elected: Rene Benoit, Richard Boring, Edward Cole, Fred Cotton, John Crimmins, Ralph Ferucci, Tom Guidone, Eli Malkin, Walter Plummer, Bernard Schaefer, Pat Sorrentino, Byrne Stoddard, Charles Vinoski.

Transportation & Foreign Trade Club, Galveston, Tex.: The organization holds its annual banquet and installation of officers on March 2. Place: Galvez Hotel.

Motor City Traffic Club of Detroit: New officers—James Karolyi (Ford Motor Co.), president John J. Kreiter (Dundee Truck Lines, Inc.) and William M. Arpino (Bohn Aluminum & Brass Corp.), respectively first and second vice presidents; Rollie J. Williams (Pacific & Atlantic Shippers, Inc.), treasurer; John O. Listello (Pennsylvania Railroad Co.), secretary.

Women's Traffic Club of Philadelphia: Ruth Gail Conger, assistant to the chairman of the board of Associated Transport, Inc., last month addressed the club on *Getting Ahead in Traffic and Transportation*.

ALONG THE WAY... OF **TWA**



"SPIRAL GUIDES" SPEED TO EUROPE'S SEWING MACHINES **OVERNIGHT!**

SHIPPED TODAY...INSTALLED
TOMORROW! **EAST TWA AIR
FREIGHT SERVICE** SUPPLIES
GROWING EUROPEAN DEMAND
FOR SPIRAL-STITCH SEWING-
MACHINE ATTACHMENTS...!
DEPENDABLE TWA DELIVERY
BRINGS QUICK PAYMENT TO
GUIDE STITCH CORPORATION,
RARITAN, N.J., MANUFACTURER.
ASSURES GREATER PROFIT
BY LOWERING PACKAGING
AND INVENTORY COSTS!

SHIP AT LOW, SPECIFIC, COMMODITY RATES... **SHIP TWA AIR FREIGHT!**

SHIPPING ABROAD?

**TWA OFFERS MORE THAN 60
TRANSATLANTIC CROSSINGS
EVERY WEEK...INCLUDING ALL-CARGO
SKY MERCHANT SERVICE
BETWEEN MAJOR U.S. CITIES
AND EUROPE!**

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FOR FAST, ON-SCHEDULE
DELIVERY OF YOUR
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TWA SUPER
CONSTELLATION
FLIGHTS...**



*All TWA Flights Carry Air Mail,
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*News is perishable. It must move—fast!
Which leads the traffic manager of one of
America's leading news magazines to explain . . .*

Why We Rely On AIR

By JOHN A. REDMOND

Traffic Manager
NEWSWEEK

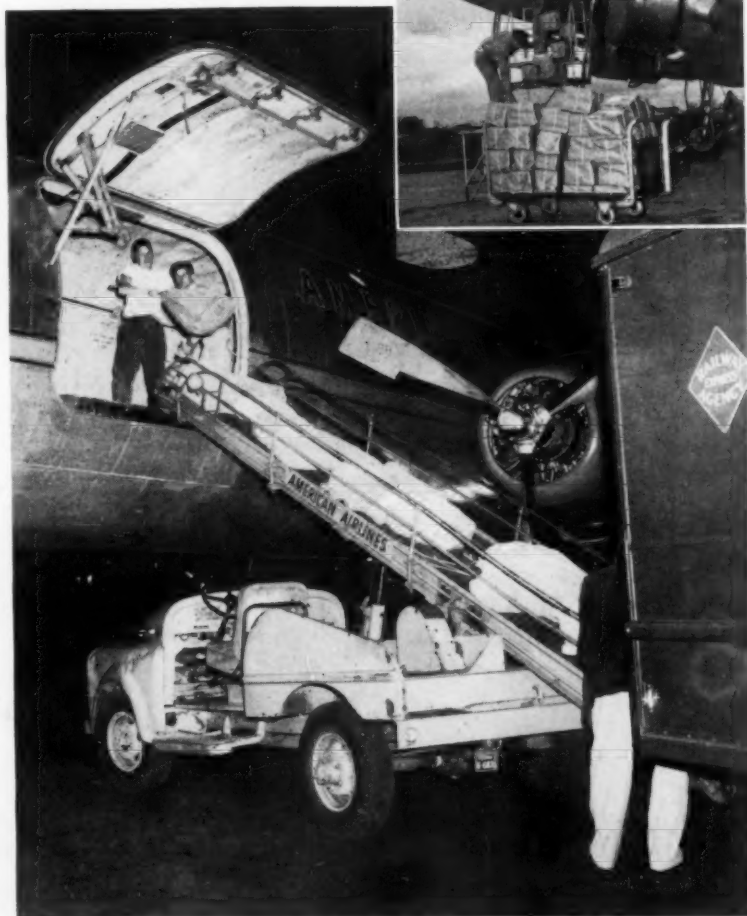
IN the editorial rooms of *Newsweek*, overlooking Times Square, New York, editors work feverishly every Sunday night to "close the book." As the editors' final corrections are flashed by facsimile to the printing plant 600 miles away, a vast but well-coordinated system of air transportation waits to take over the difficult task of distributing *Newsweek* to the entire free world, in the space of just a few days.

Readers from Alaska to Capetown, from Melbourne to Milan, all read the same stories, in the same language and almost at the same time, when they read *Newsweek*. This is a communication miracle, performed every week, that would be impossible without the speed and dependability of modern air transport.

No Small Problems

The problems of logistics, distances and distribution confronting *Newsweek* are considerable. It is one of the most far-flung operations in the world. The magazine is edited in New York. Its domestic edition is printed in two cities—Dayton and Los Angeles. It prints two overseas editions—the European edition in Paris, and the Pacific edition in Tokyo.

Copy for the magazine flows by Teletypesetter from New York to Dayton. But even before the presses start running, air transportation has started to play its role. Engravings and photos for covers, illustrations and advertisements are shipped by Air Express every day from the New York offices to the McCall Corporation plant in Dayton where more than a million *Newsweeks* are printed. As soon as pages are made up, mats of each page



IT'S THE SAME AIRLINE, but different aircraft. It's the same scene, but different loading methods. It's the same day, but different years. It's the same occasion, but different results. To set the record straight, the upper picture shows the loading of *Newsweek* into an American Airlines DC-3 as part of the world's largest air express shipment by a single shipper (35,000 pounds) on November 7, 1940. Note how packages are carried up to narrow cargo-loading door. The contrasting photo, taken November 7, 1956, shows sacks of *Newsweeks* moving by conveyor belt into an American Airlines DC-6. This, too, was part of the world's largest air express shipment by one consignor—but this time the weight was 500,000 pounds.

DISTRIBUTION



THE AUTHOR, John Redmond, Newsweek traffic manager at Dayton (right) conferring with C. C. Gaudio, general manager of REA's Air Express Division.

are airexpressed to the Pacific Press in Los Angeles, where an additional 250,000 copies are printed for distribution to the West Coast and Rocky Mountain states. The mats are sent in duplicate shipments by two different airlines, so that if one set is delayed, the other is almost sure to get through on time.

Meanwhile, in Dayton, pages for the International Edition are being pasted up. While the stories in both the International and the Domestic are the same, the page layout is different, because the advertising in the Domestic does not run in the International. Entire pages are photographed and the negatives flown to Europe and Japan,



Flying Tiger Line played up the distribution of Newsweek's Election Extra with a special ad which featured the above copy.

where the International editions are printed by the offset process.

These films—likewise in duplicate—

(Continued on Page 28)



TWA PLANE ARRIVES at Dayton Airport for its part in the record lift of the news magazine's special issue.



PALLETIZED SACKS containing thousands of copies of Newsweek ready for loading into a Riddle Airlines C-46.



Frank Nakashima, NWA's cargo service supervisor in Tokyo, directs the unloading of an inbound shipment from the U.S.A. The country is different, the truck has three wheels instead of four; but the service is the same as it is in the U.S.A.



Shu Tanaka, NWA's Cargo Sales Manager in Japan, is an expert on both imports and exports. Close teamwork by NWA cargo experts such as Frank Nakashima and Shu Tanaka assure fast, personalized service on your overseas cargo shipment.

**From Broadway to the Ginza
one airline all the way**



From the bustling shipping centers of Manhattan and other major markets of the U.S., to the industrial trade centers of Japan, your shipment goes *all the way* on Northwest Orient Airlines.

Ever wonder what kind of treatment your cargo receives once it arrives in the Far East? If you ship it Northwest Orient Airlines—shortest, fastest to all the Orient—it receives the same special handling it gets in the United States.

Northwest's cargo personnel in the Orient—like

Frank Nakashima and Shu Tanaka in Tokyo—get the same intense training as NWA's cargo people in the U.S.A. They're cargo experts . . . proud of their jobs . . . trained to handle your cargo the way you like it handled.

There's a Northwest cargo expert near you. He knows the answers on routings, rates, import-export regulations. Why not call him with your cargo problems—wherever you ship, whatever you ship, anywhere in the world.

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NORTHWEST *Orient*
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MARCH 1957—PAGE 19

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- IATA Air Cargo Agents
- Air-Surface Shipping Cost Comparisons
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☐ Money enclosed.

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AIR CARGO: THIRD QUARTER

Statistics covering freight and express flown by the scheduled combination and all-cargo airlines of the United States during the comparative third quarters of 1955 and 1956.

REVENUE TON-MILES OF FREIGHT CARRIED

	3rd Quarter 1956	3rd Quarter 1955	Percent of Change
Domestic Trunklines	50,278,000	46,046,000	+9.2
Local Service Airlines	456,000	368,000	+23.9
Territorial Airlines	389,000	456,000	-14.7
Helicopter Airlines	2,000	1,000	+100.0
International & Overseas Airlines	26,908,000 ^a	22,283,000 ^a	+20.7
Alaskan Airlines	2,491,000 ^a	1,935,000 ^a	+28.7
All-Cargo Airlines	29,234,000	26,359,000	+10.9
Consolidated Industry	109,758,000	97,448,000	+11.3

REVENUE TON-MILES OF EXPRESS CARRIED

Domestic Trunklines	12,793,000	12,868,000	-0.6
Local Service Airlines	450,000	390,000	+15.4
Helicopter Airlines	9,000	9,000	
All-Cargo Airlines	288,000		+100.0
Consolidated Industry	13,540,000	13,267,000	+2.1

OPERATING REVENUES—FREIGHT

Domestic Trunklines	\$11,004,000	\$10,339,000	+6.4
Local Service Airlines	216,000	155,000	+39.4
Territorial Airlines	210,000	205,000	+2.4
Helicopter Airlines	7,000	5,000	+40.0
International & Overseas Airlines	9,048,000 ^a	7,822,000 ^a	+15.6
Alaskan Airlines	898,000 ^a	679,000 ^a	+32.2
All-Cargo Airlines	5,218,000	4,490,000	+16.2
Consolidated Industry	26,601,000 ^a	23,695,000 ^a	+12.3

OPERATING REVENUES—EXPRESS

Domestic Trunklines	\$4,325,000	\$4,994,000	-13.4
Local Service Airlines	187,000	182,000	+2.7
Territorial Airlines	1,000		+100.0
Helicopter Airlines	24,000	26,000	-7.7
All-Cargo Airlines	110,000		+100.0
Combined Industry	4,646,000	5,203,000	-10.7

^a Preliminary report.

^b Express and freight combined.

^c Includes express carried by International and Alaskan carriers.

^d Does not include express carried by International and Alaskan carriers.

DOMESTIC TRUNKLINES

American • Braniff
Capital • Continental
Delta • Eastern
National • Northeast
Northwest • TWA
United • Western

LOCAL SERVICE AIRLINES

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Central • Frontier
Lake Central • Mohawk
North Central • Ozark
Piedmont • Southern
Southwest • Trans-Texas
West Coast

TERRITORIAL AIRLINES

Hawaiian
Trans-Pacific

HELICOPTER AIRLINES

Helicopter
Los Angeles
New York

ALL-CARGO AIRLINES

ASA • Flying Tiger
Riddle • Seaboard &
Western • Slick

INTERNATIONAL & OVERSEAS AIRLINES

American • Braniff
Caribbean/Atlantic • Delta
Eastern • National
Northwest • Pan American
Panagra • TWA
United

ALASKAN AIRLINES

Alaska • Alaska Coastal
Cordova • Ellis
Northern Consolidated
Pacific Northern • Reeve Aleutian
Wien Alaska

THAT Mixed-Consignment RULE

AS this is being written, the mixed-consignment rule—or rather, IATA's elimination of the one in effect from August 15, 1955 to December 31, 1956—is still very much a lively topic of conversation in the air cargo industry.

The transatlantic IATA carriers and the international consolidators have had a number of meetings in New York, the most recent of which brought forth the unexpected proposal by KLM Royal Dutch Airlines for the replacement of the old mixed-consignment rule with a new one. Sprung on the airline-forwarder parley almost as soon as it got underway, Alvin E. Levenson, KLM's United States cargo manager, read a cablegram from The Hague which indicated that the Dutch carrier was calling for an IATA mail vote on a new rule based on the following:

▶ Mixed consignments containing only items whose descriptions fall within current commodity rates effective between points of origin and destination of the shipment—*reduction of 40% of the general under-100-pound rate.*

▶ Where not all items contained in a mixed consignment are entitled to commodity rates—*normal cargo rates applied.*

▶ Valuation and minimum charges assessed on entire consignment.

Hildred Notified

It is understood that KLM has informed Sir William P. Hildred, director general of the International Air Transport Association, of its intent. The mail vote on the proposal, to which the carriers will accede or register protest, is presumably in the works. If KLM's action comes through, the carriers will be notified by the international airlines organization and an effective date set.

Airline reaction to the proposal was,

for the greater part, reserved and guarded, although displaying a certain amount of interest. A few cargo executives looked upon it with varying degrees of favor. In all cases, however, it was stressed that the full text of the proposed new mixed-consignment rule had not been received and official comment therefore not possible.

SAS Proposal

It is known that Scandinavian Airlines System is interested in a new mixed-consignment rule duplicating the one currently applicable to traffic between IATA Conferences 2 and 3, until such time when a concrete solution to the problem can be found. Anker Palvig, SAS' cargo sales manager here, is certain his company will go along with any reasonable replacement.

L. P. Cornwall, Pan American World Airways' United States cargo sales manager, told *Air Transportation* that "Pan Am is interested in any mixed-consignment rule which will tend to benefit the air freight forwarder." He demurred in any further comment until "we see exactly what KLM's position is."

"If it is consistent with our own well-known position," he stated, "Pan Am will go along. We are not entering our own rule because we do not wish to muddy the waters at this time."

Werner Seiler, United States cargo traffic and sales manager for Swissair, termed the proposal "excellent." Speaking for himself, Seiler said he was "willing to give it a try."

Sabena's cargo chief in this country, Edward G. Wichta, asserted that his company "welcomes any sort of a workable mixed-consignment rule," and added that he was in favor of "a proper working arrangement for both the forwarder and the airline."

Calling the situation "complicated," S. E. Russ, TWA's director of cargo

sales, said that his company could take no position on the proposal until the text had been received and studied. In a similar vein, Alastair Thomson, vice president-commercial services, Seaboard & Western Airlines, while indicating company interest in the proposal, told *Air Transportation* that comment would have to be withheld "until the full text is received and we are able to study it. This, in general, was the official position adopted by most of the carriers."

Forwarder reaction to KLM's suggested new version of the rule appeared to run from lukewarm to interest. There was some disappointment on the part of a few consolidators who had hoped the proposed 40% reduction would be based on the over-100-pound rate. Others saw it as "a step in the right direction." In a large sense, many forwarders took the wait-and-see position adopted by most of the airlines. This statement was representative of a considerable body of forwarder thinking:

"We're naturally in favor of any remedy to the situation. Whether the KLM proposal will alleviate it, I don't know. I haven't seen the text, so I don't want to go off half-cocked. This much I can tell you: the forwarders need an incentive. Space availability across the Atlantic is increasing. Many of the forwarders have marine departments. It wouldn't take much to make them shift the emphasis to sea."

Join AFFA

As pointed out in previous issues of *Air Transportation*, the storm blown up by the elimination of the rule tended to band the air freight forwarders together as an industry unit. They dropped the idea of organizing a separate association and joined the Air Freight Forwarders Association (see

(Continued on Page 27)



Barbara Goalen, reputedly the most photographed model in the world, introduces airborne fashions in the Aviorama Restaurant at Schiphol Airport, Netherlands.

"Women, God bless 'em, keep even the shrewdest buyers guessing." So smart importers and exporters of high fashions have turned to air cargo in order to keep a step ahead of them. And here's why . . .

The Fashion Industry Looks to The Sky

By RUTH FREDERICKS

SOMEONE once observed that haste makes waste; but in the business of getting women's fashions to market, haste is essential. Combine

fashion with import-export and it becomes a priceless asset.

The style industry rests on the ability not only to meet but where possible

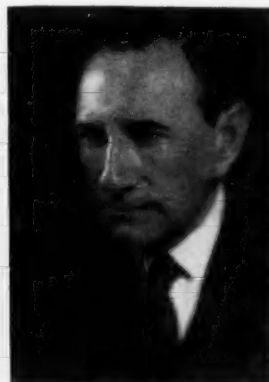
anticipate public demand. It is no wonder, therefore, that top leadership in this highly competitive field has taken to the air to deliver the goods



HELLER:
"Speed and mobility."



EIGHT COATS of the type worn by the pretty model are contained in each garment bag shown hanging on the racks. Not only does this method of shipping garments save time, but it eliminates expensive boxes, pressing, and steaming. Another hidden economy.



BRILL:
"Europe full of surprises."

and thereby to offset the hazardous element of time.

The need is for speed—on a constant, reliable, daily basis—and, except for the consignor and consignee, no one is more keenly aware of this need than the airline seriously concerned with toting high fashion freight.

One such airline is KLM whose cargo staff illustrates the company's interest with a story about costume jewelry from Austria. It seems that an importer, who used air service in dire emergency only, was enjoying a brisk business in glass necklaces. He transmitted his orders abroad with

great dispatch; unfortunately he did not arrange for the transport of his merchandise with the same efficiency. At what he confidently expected would mark the peak of the season, he awaited a particularly large consignment. It arrived, by boat, shortly after Chanel's opaque flapper beads burst upon the style scene. Glass beads were out. The inevitable cancellations followed. The importer's original traffic of 4,000 pounds per week fell—to 20 pounds.

The story has a happy ending: glass beads came back into popular favor. It also has a moral: the importer now ships his merchandise by air.

"And," the KLM-ers told the writer, "we make sure that he gets overnight service from Austria. After all, we are as anxious for our shippers to stay in business as they are themselves."

Speed like anything of value costs money—in the case of air versus surface transport sometimes three to four times as much money—which must then be applied to the distribution costs of a product. Yet the most astute foreign traders are now and willingly switching ever larger percentages of their total shipments to air and actually increasing direct transport costs in order to obtain benefits which they have found upon analysis more than offset the additional expense.

What kinds of benefits could possibly neutralize doubled or even tripled freight costs? A spot check on New York's Seventh Avenue provided some interesting and informative answers. Said one importer:

"For all our experience, we are the first to admit that it is impossible to probe in depth what a season will be. Women, God bless 'em, keep even the shrewdest buyers guessing." Obviously the wary male—in the garment business, that is—does not underestimate the inclination of a woman to change her mind . . . and in mid-season.

"If we used a slower means of transportation," the importer continued, "we would have to keep a sizable inventory and this we cannot afford."

Inventory

Richard A. Heller, importer of medium-priced rain and sportswear from Germany, amplified the idea:

"All of us from time to time have been tempted by the seeming advantages of a heavy inventory. For the small businessman, this is bad economics. When stock doesn't move and you are forced to sell at reduced prices, you realize that light inventory and quick transport are the sensible way to operate. Air cargo may be more expensive initially, but it is actually cheaper in the long run, for it *does* reduce the risk of a fashion item."

Heller listed other merits of delivery speed which he claims counterbalance air freight cost. The development of new business heads the list. He cited instances where buyers have come to him for merchandise that his competitors failed to supply on time and would not duplicate by air shipment. Implicit in his remarks are the accompanying advantages of being able to do more business in less time without a substantial increase in investment, of the ability to use capital ordinarily tied up in inventory for other business pur-

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RUTAS AEREAS NACIONALES S.A.



poses. Though he ships sure-fire orders, early merchandise by surface, Heller counts on air to satisfy an inordinate and unforeseen demand and fulfil orders in depth.

Richard Heller admittedly is out to make the raincoat a high-fashion item.

"High fashion is synonymous with speed and mobility," he said, "and these I have achieved in my operation. By means of air freight I have eliminated 80% of customary import time."

High fashion is also synonymous with emergency, a frequent state of the import-export business. Commerce conducted over vast distances allows time for the development of situations, political and otherwise, beyond one's control. Speed is one way of reducing the powerful, sometimes disastrous factor of change.

Weather, like politics and women, is another unpredictable item in the import-export business. Rough seas can and do account for as much as 10-day delays between New York and European ports. In 1956 the cold wave in Europe upset some of the most carefully planned schedules. Artisans, particularly in Southern Europe, working in poorly heated rooms (rooms designed to withstand heat rather than cold), could not turn out the job as quickly as necessary. Absenteeism mounted—estimates ran as high as 60%—and production suffered.

Making the Season

Faltering supplies were rushed to the American market by air enabling many firms to catch the Spring season and gaining new converts to air freight in the process. It should be noted here, too, that the mere fact of air transport's existence enables many importers to utilize European labor for the craftsmanship in which it excels.

Catching the season is also a favorite sport on the other side of the Atlantic. As a matter of fact, complications arise because European seasons in women's ready-to-wear are slightly ahead of ours and it takes some sprinting to make the showings on time. This is a real problem for houses like Jerry Gilden, Inc., major American producer of low-priced women's dresses. With six seasonal dates to meet—presentations of Spring cruise, summer, fall preview, fall, fall-winter and holiday lines—the Gilden operation must run like clockwork throughout the year.

As soon as Gilden began to offer American styling know-how to European women, said Stanley S. Brill, foreign division director, all samples were shipped by air. The reason is twofold, he declared.



Samples by air...

... get you in on the ground floor of world-wide markets. B.O.A.C.'s frequent flights speed your samples to trade fairs and overseas buyers all over the world. And B.O.A.C.'s low rates will surprise you. For full details, see your agent or

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"Time is of the essence and, more important, shipment in garment bags means that our dresses arrive in the condition in which they left us. No pressing, steaming, refurbishing of accessories is necessary. And we are able to do last-minute inspection in New York."

The garment bag is an air innovation consisting of a composite metal hanger which holds from six to eight dresses or coats—the whole swathed in a waterproof, drawstring covering.

Overseas Plants

The extent of Jerry Gilden's European operation is of such magnitude that sample traffic alone is considerable. Since June, 1956, plants manufacturing the company's line have opened in England, Holland, Germany, Switzerland, Austria; and plans are afoot for the establishment of factories in France, Italy and the Scandinavian countries, as well as for shipment in bulk of dresses to Portugal, Spain, Turkey and Greece.

"We aim to sell our dresses to European women as cheaply as we sell them in the States," said Brill, then with a twinkle in his eye, "and we think we will spread considerable amounts of American goodwill in the process. After all, what makes a nation happy if not happy women? And what makes women happy if not pretty dresses at prices they can afford?"

Keeping European women happy is even more difficult than keeping American women happy, as far as fashion goes, but Stanley Brill is uniquely qualified for the job. An accomplished

linguist, thoroughly at home in most European countries, Brill copes admirably with a variety of other problems, in addition to customary feminine unpredictability, in his role as international stylist. He must forever bear in mind, he told the writer, that Dutch women do not look well in sheaths; that black is taboo in South Africa and violet shades in Mexico because these colors are worn only by natives; that wide skirts look well on slim-waisted Italians, and so on.

"Fashion in Europe, too is full of surprises," Brill reported, "and we must move quickly to keep on top of them. Not only do we send our samples around the globe by air, but if there is a demand for a particular number which the local plant cannot fill for lack of material or accessories, we air-freight the ready-made dresses from the States in garment bags, of course."

Brill, like Heller, is a KLM-shipper, "because they serve all European points." He stressed the desirability of concentrating on one airline for all his overseas shipping because "the personnel gets to know your problems and schedules and how to meet them." He deals with other air carriers, as well for his globe-girdling operation.

Two-Way Relationship

Basic to transatlantic air freight service is the fact that on both sides of the ocean, cargo experts maintain close relations with consignor and consignee. As a result they have performed some astonishing traffic feats as part of the day's work. Richard Heller has

come to accept the fact that he can cable an order to his German manufacturer on Monday, receive the shipment in New York and speed it to its destination in the States on Tuesday, so that it arrives at the store in time for sale on Saturday. Stanley Brill takes it for granted that his European customs broker will have clearance papers ready before merchandise arrives. Sharp contrast to the three- to five-day wait for merchandise to be unloaded at a pier and cleared through customs.

Most confirmed air freight users — and they include many European department stores — relish the fact that airborne merchandise receives extra care without extra handling — and the latter's accompanying extra costs. One traffic manager, in charge of routing all sorts of goods to Europe, estimates that fully half his fashion shipments — and the figure runs in the thousands of pounds — goes by air.

"Freight costs are higher," he admits, "but these are offset partially by the lack of other extras."

He cited the cost of trucks needed to get on and off piers as an example. Other shippers have pointed out that small losses, such as pilferage and damage in transit, were automatically reduced by the fact that fewer hands come in contact with the shipment.

Servicing Promotions

Air freight was employed effectively last year when several major European department store chains ran shows featuring American wares. Peak promotions, fairs, exhibitions must be handled the very fastest way, we were told, and the advantages of air shipment are obvious: merchandise arrives on time and in displayable condition. As one exporter pointed out.

"Once we stimulate the demand for American products, we have to fill it. We have relied on air for speedy delivery of items that turned out to be sales' leaders to our buyers' amazement."

Usually these were the most typically American items in fashion, home furnishings, novelties, he said.

"We have relied on air" to meet orders in depth, reduce inventory, mitigate the effects of change, cope with emergencies, deliver merchandise in good condition, spark peak promotions — these summarize the experience of the top echelons of New York's Seventh Avenue import-export branch.

That fashion will rely increasingly on air is a logical conclusion. Exploration of the subject on east bound and westbound European traffic covers only one phase of the great movement of

clothing and textiles around the world. El Al totes ready-to-wear from Israel's lusty infant industry to the States; LAV and Ransa participate in the development of the growing Latin American market for American ready-to-wear; the traffic from Japan in this line is certainly healthy and is carried largely by Northwest Orient Airlines and Japan Air Lines.

Obviously the airlines that take freight seriously are meeting the speed requirements of transporting mass-produced clothing. An explanation of how they do it seems in order. To sum it up in a phrase — by custom-made service. Each shipment, no matter what its size and value is handled as carefully as a baby's formula. KLM is a typical carrier in this respect and serves as a good example. In the New York area alone, this airline maintains a cargo division composed of 10 traffic specialists of whom two are trained specifically in import, eight in export; as well as cargo staffs in practically every major American city.

The writer's study of the import operation revealed the care which surrounds every package and garment traveling on the line. The teletype between New York and Amsterdam and all major European cities works overtime. On a shipment from, say, Milan to New York, KLM-Milan teletypes KLM-New York City that New York-bound merchandise is on its way, tapping out essential information — package markings, weight, type of packing, consignee, consignee — so that forms for customs clearance can be made out before the plane's arrival.

Watching the shipment every step of the way, seeing that it arrives and is cleared through customs as quickly as it possibly can be is just one aspect of the cargo job.

Custom-made service, of course, involves assistance from an air cargo expert and his recommendations regarding an importer's or exporter's special problems. Companies' methods of packing have been studied and oftentimes revised with an eye to reducing the chances for pilferage, the weight and, therefore, air freight costs. Schedules are similarly examined to establish the most rapid and economical routes.

All cargo men become thoroughly conversant with the industry and individual companies they service. It's a matter of pride. Said one who concentrates on fashion: "The airlines must do everything in their power to help the industry catch its seasons at the least possible cost."

An informal survey of New York's ready-to-wear, import-export business reveals that they do just that. • • •

MIXED-CONSIGNMENT

(Continued from Page 22)

February AT). Eleven firms became dues-paying AFFA members, followed a few days later by a twelfth. AFFA today has a membership of 19 companies, representing some 95% of the country's international air freight consolidators.

Robert Seitel, president of Allied Air Freight, Inc. and AFFA secretary, indicated to *Air Transportation* that the forwarders' organization probably will decide to welcome IATA cargo sales agents into AFFA. There is a possibility a special division will be established to house the separate entity. As the expanded organization is now constituted, the dozen new members will have half a vote each for the next six months, following which period it will be raised to a full vote. Three of the new members will join the board.

AFFA, which was organized in 1948 and reorganized a few years later, op-

AFFA Elections

New York—As forms for this issue were closing, members of the Air Freight Forwarders Association, meeting at the Wings Club here, elected Robert Seitel,



Seitel

president of Allied Air Freight, Inc., to succeed Charles L. Gallo as president of AFFA. Gallo heads Air Express International as president. Succeeding Seitel as secretary of the organization is Morton Brautman, president of Pan-Maritime Cargo Service, Inc. Charles Fields, general manager of ABC Air Freight Co., Inc., serves once more as treasurer. Hardy Maclay, AFFA counsel, is permanent executive vice president.

Newly elected to the board of directors are: Edward J. Raphael, president of Flete Internacional, Inc.; Walter Schaaf, president of Hensel, Bruckmann & Lorbacher, Inc.; H. Diggelmann of Intra-MarShipping Corp.; and Joseph Sattelle, secretary of Acme Air Cargo, Inc. Sattelle replaces George Ropes, president of Acme, as a board member. Other members of the board are Gallo; Norman Barnett, vice president of Barnett International Forwarders, Inc.; J. D. McPherson, president of Airborne Freight Corp.; and Maclay, who is a non-voting member.

AFFA has set up two committees headed respectively by Schaaf, Raphael, and Barnett. Schaaf's committee will study suggested versions of a new mixed-consignment rule which would be proposed to IATA. Raphael's group will initiate a restudy of AFFA bylaws, and Barnett's will sit with IATA in future discussions involving matters of mutual concern.

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erates under a strict code of ethics. This code follows:

This Code of Ethics is designed to foster economical and efficient service by air freight forwarders, vigorous but ethical competition among the air freight forwarders and to develop public confidence in the air freight industry as a whole, and in the members of the Air Freight Forwarders Association in particular.

Public confidence must be based upon integrity, reliability, fair dealing and efficient and dependable service.

1. Each member will conduct its services according to a definite plan of operations established in accordance with accepted principles of safe, expeditious and efficient services, and currently effective government regulations.

2. Each member will perform its services at prevailing tariff rates in a way which will provide the shipping public with the most efficient and expeditious performance of the ground functions and the best air routings and direct air carrier selection, necessary for the fast service demanded by air freight transportation.

3. Each member will scrupulously observe and adhere to its effective tariffs on file with the Civil Aeronautics Board in the performance of air freight forwarding.

4. Each member may publish the fact that it is a member of the Air Freight Forwarders Association and that it subscribes to and will abide by the Code of Ethics of the association.

5. In providing a shipping service, each member shall fully disclose to the shipping public whether it is acting in the capacity of an air freight forwarder or an agent.

6. All contracts or undertakings entered into by members of the association will be scrupulously fulfilled.

7. As a matter of policy, each member shall rely upon the excellence of its service to secure business, and will shun unfair or deceptive practices, or unfair methods of competition in any form as a poor business practice.

8. No member will make representations with respect to its services or its identity in any advertising matter or otherwise which is misleading or which is not entirely accurate and honest.

9. Each member will emphasize courtesy and service to the shipping public among its employees. No employee will be permitted to circulate misleading information, or information that is not in the best interest of the shipping public and the air freight forwarding industry.

10. Each member will fully cooperate with the Air Freight Forwarders Association and the other members of the association in carrying out the aims and purposes expressed by this Code of Ethics.

Charles L. Gallo, president, Air Express International, heads AFFA as president. Hardy K. Maclay, Washington attorney and a familiar figure at CAB hearings, serves as vice president. Robert Seitel, as previously mentioned, is its secretary.

Prior to the admission of the new forwarding firms, the AFFA was composed of the following companies: ABC Air Freight Co., Inc.; Acme Air Cargo, Inc.; Air Express International Corp.; Airborne Freight Corp.; Allied Air Freight, Inc.; Barnett International Forwarders, Inc.; Peter A. Bernacki, Inc.

New members: Air Cargo Consolidators, Inc.; Air-Sea Forwarders, Inc.; Arista Shipping Co.; Flete International Corp.; H. G. Ollendorff, Inc.; Flying Cargo, Inc.; Frederick Henjes, Jr., Inc.; Hensel, Bruckmann & Lorbacher, Inc.; Intra - Mar Shipping Corp.; Pan-Maritime Cargo Service Inc.; J. D. Smith Inter-Ocean, Inc.; World-Wide Service, Inc. • • •

Offset plates are made of the films and the Pacific Edition starts coming off the press at 2:50 a.m., Thursday. Distribution by air to points outside the Japanese islands starts at 9 a.m. and continues throughout all the free areas of East Asia, South Asia, Indonesia, New Guinea and Australia.

Two sets of films for the European edition are also shipped to Paris. Because of Dayton's relative nearness to New York and more frequent transoceanic flights out of the latter city, the films for Europe get away earlier than for Tokyo. One set is shipped via TWA from Idlewild at 11 a.m., Mondays, arriving in Paris at 7:15 a.m. the next morning. The other set leaves Idlewild at 5 p.m., Mondays, via Pan American, arriving in Paris at 9:25 a.m. the next morning.

Distribution from Paris

Late Tuesday afternoon, the European Edition has started to come off the press in Paris, and distribution to all free countries of Europe, Africa and the Middle East is under way. On Wednesday, the reader in Great Britain can pick up his copy of *Newsweek* at a London newsstand, at about the same time that his counterpart in New York is buying his. By careful scheduling, and taking utmost advantage of connecting flights, *Newsweek* completes its distribution to all countries, except Afghanistan, Iran and South Africa, by Thursday. These three countries get their copies on Friday.

Copies for United States Armed Forces installations (both for PX sale and subscribers) around the world are delivered to Army Post Offices or Fleet Post Offices, and the military takes over from there. These copies, too, reach readers promptly, as the magazines move by air.

These schedules show that distribution of the International Editions lag the domestic edition in the United States by very little. Most domestic cities get their newsstand and sub-

at the Tokyo airport by a *Newsweek* messenger, and is rushed to the printers. If this flight is delayed, *Newsweek's* Tokyo office must await the duplicate which is due to arrive in Tokyo at 10:15 p.m. Wednesday, via Pan American World Airways. This flight leaves San Francisco at 11:30 p.m. Monday, but it takes several hours longer because it flies by way of Hawaii instead of the shorter Great Circle flight of Northwest.

AIR DISTRIBUTION

(Continued from Page 17)

are shipped from Dayton by Air Express each Sunday night, as soon as the final copy is in the magazine. For the Pacific Edition, for instance, one set leaves Seattle via Northwest Orient Airlines at 10:30 p.m. every Monday night. It arrives in Tokyo at 3:10 p.m. Wednesday, Tokyo time, is picked up

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scriber copies on Wednesdays, with the more remote areas—where magazines must be transferred from plane, to rail or bus, and make several time-consuming connections—not getting their magazines until Thursday or Friday. So it's possible that some subscribers in Northern Minnesota, for instance, get their *Newsweek* at the same time as a reader in Iran.

Regular Flights

Regular commercial flights, of course, and the services of Air Express and air parcel post are used by *Newsweek* in its weekly transportation of editorial materials and distribution of the magazine around the world. The airlines of many nations share in this business. A study of shipments out of Paris in one week recently showed what a variety of lines carry the magazines, as follows:

Air France	892 pounds
Aer Lingus	304 pounds
BEA	1,820 pounds
Finnair	174 pounds
KLM	1,500 pounds
Lufthansa	184 pounds
Sabena	146 pounds
SAS	212 pounds
TWA	1,010 pounds

In the United States a major portion of the distribution goes by rail, as Dayton is overnight from the most heavily populated areas east of the Rockies. But from Dayton as many as 45 Air Express shipments weighing from five to 200 pounds each leave every week. And 5,000 pounds of magazines are flown weekly to Mexico, Central America, the West Indies and South America. About 1,200 pounds are flown each week to Alaska and a like amount to Hawaii.

During the course of a year, I have found it necessary occasionally to charter planes to carry from 12,000 to 18,000 pounds of magazines to various parts of the country. This may be due to a late "closing of the book" because of news developments. This results in a late press start and the missing of

scheduled airline departures. Or bad weather may prevent scheduled planes from reaching Dayton, and magazines pile up at Dayton's airport. The hurried chartering of a cargo plane frequently provides the answer to an emergency traffic problem.

Newsweek has had considerable experience as a pioneer in the use of air transportation. Twice in 16 years it has set new records for the mass movement of magazines by air. The first time was in November, 1940, when it had to distribute its Election Extra by air because of a late press start, following the national elections. *Newsweek* shipped its entire domestic issue by air that week. It totalled 35,000 pounds, and it was hailed as the largest Air Express shipment ever made by one shipper up to that time. In 1944, *Newsweek* went to press on schedule, but printed a special election supplement which was distributed entirely by air.

Ten years ago, before *Newsweek* began printing operations for the West Coast area at Los Angeles, the magazine started shipping its Western copies by planes chartered from the scheduled airlines, and cargo lines. When the daily service of streamlined trains from Chicago to the West Coast was resumed after the war, this air charter operation was discontinued.

In 1952 *Newsweek* again flew an election supplement of a million copies to all states, Canada, Mexico, Central and South America, using all the scheduled airlines plus several chartered flights.

New Record

The second major record in air transportation was set last November. *Newsweek's* election supplement was incorporated in the magazine this time, and the whole magazine went to press 2½ days late, or on Wednesday after the national elections. This necessitated shipping virtually the whole issue by air except for those copies destined to nearby cities in Ohio. This

time it wasn't 35,000 pounds, but 500,000 pounds that had to be shipped, and shipped by the fastest possible means so that readers would get their copies only a day later than usual, in spite of the delay caused by the election. This airlift of 250 tons of magazines—1,250,000 copies—shipped in a 20-hour period, is the largest Air express shipment ever forwarded by one shipper in a similar period of time.

Charter Flights

To move this volume, *Newsweek* chartered cargo planes from Flying Tiger, Slick, Riddle, Lake Central, American, TWA and United. Twenty-one charter flights left Dayton, three left Los Angeles. The planes left on a pre-arranged schedule geared to the production rate at the McCall plant. The schedule itself was weeks in preparation and included the routing of every package of magazines from the time it left Dayton airport until it arrived at a post office or news dealer in the city to which it was consigned. Some idea of the planning that went into this operation can be seen by the fact that a 42-page single-spaced mimeographed manual was required to hold the schedules.

By coincidence, this record *Newsweek*-Air Express lift took place 46 years to the day, and from the same city, as the first Air Express shipment in history. On November 7, 1910, 100 pounds of silk, consigned to the Morehouse-Martens Department store in Columbus, arrived in Dayton by rail and was put aboard a Wright open biplane, for the historic 65-minute flight to Columbus. The *Newsweek* airlift also took place on a November 7, and officials saw to it that the first shipment leaving Dayton was a package of magazines consigned to the same store in Columbus.

Newsweek and air transportation have grown together. In 1940 the airlines set a record by carrying 35,000



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AIR TRANSPORTATION

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pounds of magazines and distributing them to various parts of the U. S. In 1956, one airline alone—American—carried 55,000 pounds of magazines to one city, New York. *Newsweek* mar-

FORWARDERS

Airborne Freight Corp.: Airborne's offices and subsidiaries, here and abroad, handled some 42.5 million ton-miles of air freight last year. This represented an increase of 13 percent over the previous year, John D. McPherson, president, said. The office to show the greatest increase was Honolulu (84%). Increases registered by Airborne's other major gateway offices were: Seattle (14%); Los Angeles (12%); San Francisco (11%). McPherson said that the tremendous increase shown by Honolulu was a reflection of a large air movement of Hawaiian-manufactured garments to the United States, plus the company's newly inaugurated interisland consolidation service for mainland-bound shipments. Honolulu also serves as Airborne's consolidation point for air shipments to the Orient. The firm's two subsidiaries—Airgo International Corp., San Francisco; and Cross-World Air Cargo Corp., New York—accounted for respective volume rises of 27% and 10%.

COMMERCIAL AIRCRAFT

Three Lockheed Super Constellations owned by Iberia Airlines of Spain will undergo conversion from Model 1049E to 1049G. Contract has been awarded to Lockheed Aircraft Service-International. Modifications will increase range of the planes, and gross take-off weight will be upped from their present 133,000 pounds to 137,500 pounds.

Ethiopian Airlines has placed an order with Douglas for two DC-6Bs. Deliveries will be made in May and June of next year. Purchase was financed with part of a \$24 million credit from the U. S. Export-Import Bank.

Sabena has purchased eight twin-engine Cessna 310s, three of which will be used in the Belgian Congo by the airline's affiliate, Sobelair. Balance of the order will go to Brussels where Sabena's pilots will utilize them for instrument training. Deliveries begin next month.

The Bristol Britannia 310 has been undergoing rigid cold-weather tests in Canada, following hot-weather tests in Central Africa. The 310 is 10' 3" longer and its range greater than the *Britannia* which toured the United States last year. BOAC will place the bigger turboprop in transatlantic service later this year. It is understood that Canadian Pacific will use the ship on transpolar flights from Vancouver to cities in Europe. El Al and Northeast also have *Britannias* on order. Northeast's, while identical to the 310, will have lower fuel capacity for the New York-Miami route.

Seven British aircraft companies—Avro, Bristol, de Havilland, Handley Page, Rolls-Royce, Short and Harland, and Vickers-Armstrongs—will design and produce a supersonic airliner on a cooperative basis. According to the British Ministry of Supply, once a design has been settled

kets a perishable commodity—news—and needs the fastest available transportation to its customers. The air transport business provides it. • • •

on, it will be handled by the design and production resources of one of the companies under Ministry contract and not by any new cooperative body. It was stated that other firms will probably be utilized as subcontractors and the Royal Aircraft Establishment at Farnborough will assist in preliminary research work. Because of the many problems involved, the supersonic transport is not expected to make its appearance for at least another 10 years. The Society of British Aircraft Constructors said:

"The difficulties inherent in the design and successful operation of a supersonic passenger-carrying airliner are great. Much depends on just how supersonic the first aircraft of this type is to be. If a speed of Mach 1.8 (some 1,100 miles per hour at above 36,000 feet) is planned, special metals such as titanium or even stainless steel might have to be used to resist the heat (about 85°C at that speed and height) caused by air friction. On the other hand, an airliner designed for a speed of Mach 1.2 or less (about 800 miles per hour at height) would not suffer from this disability. The wings themselves need not be designed for supersonic flight either. This apparently inexplicable fact is explained by the utilization of acute sweepback. The airflow parallel with the fuselage over the wings would be supersonic, but at an angle of 90° to the leading edge—and this is what counts aerodynamically—the air would be achieving perhaps Mach .98. The advantages of subsonic wings in, at least, the first supersonic airliner would therefore be reflected in range, economy and handling. There is much to be said for such an aircraft.

"On the other hand, a wing designed for supersonic flight must be thin and knife-edged—quite a different configuration demanded for takeoff, landing and subsonic flight generally. This is because air, when compressed, behaves rather like a crowd of people through which a car is attempting to pass. If it goes slowly, the people have time to get out of the way; but if it charges them, people do not have time to move. It meets a solid mass and great power is needed to make further progress.

"Thus, air molecules can get out of the way of a moving body providing it is advancing slower than the speed at which the pressure disturbance can warn the molecules ahead. At the speed of sound, this warning does not have time to operate and compressibility makes extra demands on engine power and, consequently, fuel consumption.

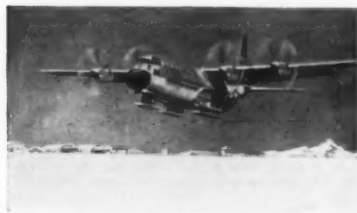
"The Mach 1.8 airliner, with a London-New York flying time of about three hours, will be able to undertake two double crossings of the Atlantic in 24 hours, a rate of utilization which even the latest transatlantic jet airliners cannot hope to attain. Indeed, there is speculation as to whether these aircraft will be able to complete one return trip in 24 hours, allowing for sufficient time for refuelling, maintenance etc. If the supersonic airliner of the future could double this rate of utilization, its great earning power would offset its very high running costs. Also the shorter elapsed time on the Atlantic route will enable much more practical schedules to be operated for the convenience of passengers.

"Yet the problems of supersonic commercial flight are great—electronics, powered controls, materials, air traffic control and passenger handling, to name but a few—and fulfilment of the British venture cannot be expected until the late 1960s."

MILITARY AIRCRAFT

A Lockheed YC-121F turboprop Constellation set a new speed mark for transport-type propeller-driven aircraft when it flew a distance of 2,340 miles—from Long Beach, California to Andrews Air Force Base, Washington, D. C.—in 4:43 hours. The big plane, carrying a MATS crew of Kelly Air Force Base, averaged 490 miles per hour during the flight. It was reported that a part of the flight was in the jet stream, at an altitude of 27,000 feet. The flight was part of an operational test program for the power plants of the plane—Pratt & Whitney T-34 turbine engines and Hamilton Standard turbo hydromatic propellers.

Another Lockheed transport, the 62-ton propjet C-130 Hercules, equipped with giant skis (see February AT), made its first flight recently, staying 51 minutes in the air. The ship was fitted with skis 19½ feet long and 5½ feet wide (1,700 pounds each), the largest ever attached to an airplane. An automatic television camera set under the wing of the propjet transport permitted crew members to watch their own flight. The picture was carried on a



Ski-and-wheel Hercules

coaxial cable to a 10" monitor screen inside the plane. Observers were stationed at open paratroop doors on either side of the Hercules to watch the skis from the aft direction. The landing was made on wheels. Both the skis and wheels are retractable. Following this successful test flight, ski takeoffs and landings were scheduled for a future date.

The German Luftwaffe will receive five of 26 Vertol H-21C helicopters *Work Horses* purchased by the West German Government for delivery this year. The other 25 will go to the Heeresflieger, the German Army organization.

CHARTER

As this issue went to press, two reports were received from two of Britain's leading brokers: Lambert Brothers, Ltd. and E. A. Gibson & Co., Ltd., both of London. Said Lambert:

"Many good features were apparent during the week's trading which has continued along even brisker lines than before, with a steady influx of enquiries of a firm nature and a good list of fixtures. Some brokers have even described the market as booming, and certainly there has been no

lack of definite business. Enquiries on the whole have been of a more general nature than usual and, although much work has again been done on ships' crews between Europe and the Far East and other staple business, there has been a wider interest with movements between a far greater variety of countries than usual, resulting in a much healthier market. Market conditions have also improved as a result of a better availability position, and from being an owners' market which has been the state for some time it is now becoming more and more a charterers' market. Offers of aircraft are now more readily obtainable than for some time and with the main exception of *Hermes* aircraft, which are employed on Government contract work and thus absolutely unobtainable, brokers are having little difficulty obtaining *Skymasters* and like equipment, whilst *Dakotas*, *Vikings* and *Yorks* for prompt availability are very readily accessible indeed."

Gibson reported:

"The frequency with which fixtures have been made this week has shown a marked rise by comparison with the preceding period. Most of the fixtures have been long haul involving four-engined aircraft with the accent predominantly on passenger movement. The amount of firm enquiry remaining after the current fixtures is high, and with steady flow of new business offering, brisk dealings can be expected to continue. Sudden and rapid expansion of flights by American owned aircraft under charter to the U. S. Government with refugees from Europe to various parts of the world is expected to have an increased influence on market conditions. It was forecast some while ago that this development was likely to take place, and would result in a great increase in the number of aircraft available on an empty leg basis on the main trunk routes. Whilst it is too early to assess accurately the degree of impact this will have on the market, it is reasonably safe to assume that conditions will no longer be so favourable to four engined operators. At this stage there is a tendency to regard those American operators who are new to the European market with caution, because until now their activities have been confined entirely to either internal flying within the United States, or for Government work in the Pacific area. As British operators of *Hermes* and other more up-to-date types of aircraft are now rarely available on the commercial market, it is likely that UK operators will be hard put to it to compete with the influx of more modern equipment."

U. S. Airlines

FACTS & FIGURES

American: Unaudited, preliminary net earnings of \$18,024,000, exclusive of profit arising from the sale of property, is reported for 1956. This is equivalent, after dividends on preferred stock, to \$2.24 on the average number of shares of common stock outstanding during the year. Additional net profit from the sale of property, after taxes, was \$1,549,000. Total earnings of \$19,573,000, or \$2.44 per share of common stock . . . Directors have authorized payment of a dividend of 25¢ per share on the common capital stock and the regular quarterly dividend of 87½¢ per share on the corporation's 3½% cumulative convertible preferred stock payable March 1, 1957 to stockholders of record February 15, 1957.

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Delta: New highs were set in every category of traffic last year. Freight ton-miles rose 5.69% to 7,783,880. A record total of 28,864,871 pounds was carried. A 19.37% increase in express was recorded—15,261,661 pounds flown 3,219,836 ton-miles . . . Net earnings from operations of \$2,915,871, after taxes, were reported, representing an increase of 7½ percent over 1955. Property sales boosted total earnings to \$2,969,640 (\$2.98 per share). The regular quarterly dividend of 30¢ per share, payable March 4 to stockholders of record February 8, was declared by the board of directors.

Pan American: Cargo flown throughout Latin America last year (55,315,000 pounds) gained 13% over the previous record set in 1955. The Latin American Division flew 39,585,298 ton-miles of cargo, an increase of 23% over the year before. The Miami gateway, with a new high of 31,505,591 pounds handled, continued to be the busiest in the division. Second to Miami was the New York gateway with 13,433,129 pounds, likewise a new all-time mark.

Slick: The all-cargo line has issued \$5 million of 10-year debentures (see *January AT*). Debentures were purchased by Chesapeake & Ohio Railway (\$3,333,000), Earl, F. Slick (\$1,167,000), and Tom Slick (\$500,000).

Aircraft Manufacturers

Lockheed: Highest commercial sales volume for any year except 1955 was reported for last year. Airline orders for propjet and piston transports reached approximately \$175 million. Contracts placed last year on four-engine commercial transports delivered or on order increased the total to more than \$1 billion. This figure represented 615 aircraft. Including military transports, the number of aircraft rose to 728 and their value to \$1.3 billion. At year-end the commercial backlog was \$450 million, 17% more than the backlog at the end of 1955. Fifty-five percent of the commercial backlog at the end of 1956 reflected orders for 133 *Electra* propjets. During the year orders were received from seven new customers. Lockheed has now sold its transports to 40 airlines and companies. This total is exclusive of the military services.

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AIRPORTS

Seattle-Tacoma International Airport showed gains in both categories of cargo last year—freight and express. Freight registered an 8% gain over 1955, rising from 29,962,543 pounds to 32,259,329 pounds. Express, showing a 12% jump, increased from 2,542,549 pounds in 1955 to 2,837,967 pounds in 1956. These cargo-handling figures represent both inbound and outbound.

IATA

Membership in the International Air Transport Association has risen to a total of 70 active and six associate members with the admission of Turkish Airlines (active) and Chicago Helicopter Airways (associate). Turkish Airlines, which operates domestic and Middle East services, is the successor to Turkish State Airlines which was disbanded when the former company was organized in 1955. The dissolved airline was Government-owned. Chicago Helicopter, which operates scheduled passenger and mail routes in the Chicago area, is the second helicopter airline to join IATA.

HANDLING & PACKAGING

Some 250 firms are expected to use over 100,000 square feet of exhibit space at the Seventh National Materials Handling Exposition to be held at Philadelphia's Convention Hall April 29-May 3. Theme for the 1957 show is *Materials Handling, Key to Automation*.

Lewis-Shepard Products, Inc., Watertown, Mass., manufacturers of materials handling equipment has introduced a plan "aimed at reducing materials handling costs in the motor-freight, railroad, airline, and marine transportation industries." Dubbed the Master Plan, Lewis-Shepard is offering "the first free complete application engineering service offered by an industrial truck manufacturer." It is said to be particularly adaptable to companies seeking a "precise, impartial analysis of their present materials handling methods." Here's how the plan works:

A Lewis-Shepard installation engineer surveys the present terminal. The information brought back undergoes total analysis, not only by the installation engineer but by materials handling engineers as well. If equipment currently in use is found to be adequate, changes in materials handling procedures may be recommended. If not, specific trucks and attachments are recommended.

The Concentration of more power into the same battery-cube-space—a new development engineered by the Exide Industrial Division of the Electric Storage Battery Company—reportedly "not only promises to bring about major improvements in materials handling and to save millions of dollars for industry, but it already has made possible a breakthrough to new capacity standards for storage batteries used to power electric industrial trucks." The manufacturer claims that it has been able to increase the rated capacity of Exide-Iron-

clad motive power batteries by 44%. With respect to materials handling equipment, Exide stated.

"Within the relatively near future, as this new battery becomes available (TG Exide-Ironclad Giant), users of electric industrial trucks will realize many advantages. For example, improved truck designs and attachments and new techniques in materials handling now enable users to operate their equipment more efficiently and with greater productivity. This means that more power is required within the existing space limitations. Also, with the accomplishment of better use of air space in warehousing operations, industry now is seeking even more efficient use of floor space, reduction of aisles, etc. This calls for operation of smaller, more maneuverable trucks with the same or even greater power. The new TG Exide-Ironclad Giant, with more power in the same or less space, meets these requirements. Another important advantage of this new battery is that users of electric trucks, whose present battery capacity is adequate now can obtain the same capacity in less space for greater interchangeability in equipment and reduced costs."

For more information, see Item 22. Come 'n' Get It, in this issue.

BOOKS

Going places? More specifically, going to France or Western Germany or Africa? Here are a few new editions you'll want to take along. First of these is Eugene Fodor's *France, 1957*, one of Fodor's Modern Guides (David McKay Co., Inc.; 352 pages; \$3.75). Up to the usual high standard of Fodor's guides, it is completely up to date and a "must" on that trip to France. You'll want for nothing. Information easy to find, easy to read. Illustrated, too . . . Another outstanding contribution is Bernd Boehle's *Handy Guide to Western Germany* (William Sloane Associates; 488 pages; \$4.95). Loaded with facts on virtually every corner of the German Federal Republic, the book underscores the wealth of information therein with some excellent maps and drawings. Indexed for easy use . . . The 1957 editions of *Year Book and Guide to Southern Africa* (1,016 pages; \$3.00) and *Year Book and Guide to East Africa* (472 pages; \$3.00) are now available. Edited by A. Gordon-Brown, F.R.G.S., and distributed here by the H. W. Wilson Co., it amply fills again the needs of travelers—particularly business travelers—to the African areas covered in the volumes. Not only do the guides contain the usual data appearing in other similar volumes, but they provide statistics of particular interest to the businessman. Maps in full color.

Marrjane and Joseph Haynes between them have produced a delightful novel in *Don Voyage* (Random House; 313 pages; \$3.95). Here we have a Terre Haute family on a half-dozen-week vacation in Europe. What happens to them will keep you in an endless chuckle. This is fiction, of course, but the settings aren't. Maybe all travel books ought to be written this way . . . *An International Interlude* (Exposition Press; 66 pages; \$2.50), written anonymously, deals with the outbreak of the first big atomic war, with the United States as target. Employing the medium of satire, the author shakes a remonstrating finger at today's powers.

Civil Air Regulations in Plain English for All Pilots (T. S. Denison & Co.; 95 pages; \$3.00), by Sam R. Hamilton, is exactly that which the title proclaims. Well-planned. Illustrated . . . Dr. I. M. Levitt's *A Space Traveler's Guide to Mars* (Henry Holt & Co., Inc.; (Concluded on Page 34))

SEABOARD-GIBSON

(Continued from Page 6)

has entered into an agreement with seaboard & Western Airlines whereby Gibson will represent the scheduled transatlantic cargo carrier on the Baltic Exchange.

Gibson is a member of the Hunting Group. The British firm's representative in the United States is Meadows, Wye & Company, Inc., 10 Bridge Street, New York.

Italian Air Carriers' Merger is Pending

Rome—Authorities here say that the merger of LAI-Italian Airlines and Alitalia is a virtual certainty, although this may not take place for another year. TWA owns a 30% interest in LAI, and British European Airways an equal investment in Alitalia. A 10% piece of each company is owned by the Italian Government.

IATA Meetings

MARCH

- 11—Traffic Handling and Accountancy Working Group
Washington
- 12—Composite Agency Committee
Bermuda

APRIL

- 7—Traffic Conference 2 Agency Sub-Committee
Paris
- 8—Medical Committee
Majorca
- 24—Legal Committee
Bermuda
- 30—Cost Committee
Torquay
- 30—Fares, Rates and Charges Sub-Committee
Torquay
- 30—Atlantic Commodity Rate Board
Torquay

MAY

- 7—Taxation Sub-Committee
Munich
- 13—Clearing House and Revenue Accounting Sub-Committee
Vienna
- 15—Reservations Working Group
To be decided
- 21—Financial Committee
Vienna
- Traffic Advisory Committee
To be decided
- Technical Committee
Riviera

JUNE

- 3—Executive Committee
To be decided
- 3—Restricted Articles Working Group
New York
- 17—Traffic Conference 2 Agency Sub-Committee
Paris

SEPTEMBER

- 5—Executive Committee
Madrid
- 9—13th Annual General Meeting
Madrid
- 13—Executive Committee
Madrid
- 24—Composite & Joint Meeting of Traffic Conferences
Miami
- 24—Traffic Conference 1 Agency Sub-Committee
Miami
- 24—Atlantic Commodity Rate Board
Miami
- 24—European Creative Fares Board
Miami

NOVEMBER

- 18—10th Technical Conference
Miami

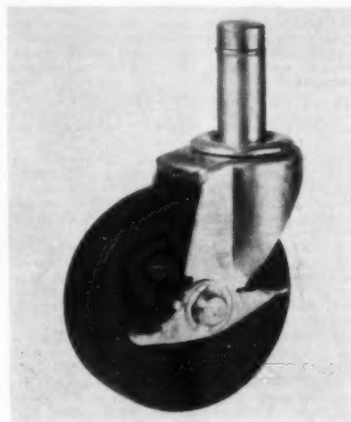
NEW EQUIPMENT

FOR THE

Shipper & Carrier

Casters

A wing type wheel brake is now available on 4" and 5" Bassick casters. These are Bassick's heavy Diamond Arrow casters, used in plate or stem construction on light work stands, portable ladders, conveyor sections and other mobile equipment.



The new brake enables the caster wheel to be locked securely or released with a touch of the toe. It should, according to the manufacturer, broaden the use of these inexpensive, general duty casters. The Bassick Company, Bridgeport 2, Conn.

Industrial Trucks

Automatic Transporter operator-led electric-driven industrial trucks are now available equipped with battery and charger combination units. This new complete package unit, Transporter with battery and charger mounted on it, ready for operation, is reported to have numerous important advantages. Since the charger can be plugged into 115 volt, 60 cycle AC lighting circuit without disconnecting the battery truck lead connector, recharging of the battery can be done any time the truck is not in use. Up to 23% savings in initial capital investment in batteries and charges are claimed. Electrical contractor's installation charges, required by charges demanding higher AC voltage, are eliminated. Elimination of the necessity for a central charging point effects savings in operator travel time and in valuable space. It was pointed out that "the Transporter with battery-charger combination is ideal for single shift operation." If the battery is fully discharged, it can be recharged in 10 to 16 hours. No attendant is needed as the charger will automatically cut charging rate, so that indefinite charging may continue without harm to battery. The manufacturer stated that "the lower finishing rate means less gassing, the lower temperature means less loss of electrolyte. As a consequence the requirement to flush the battery is 2 to 4 times less, resulting in lower maintenance cost." Automatic Transportation Co., 149 W. 87th St., Chicago 20, Ill.

GATT TARIFFS

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1 How to Save Labor Costs with Corrugated Boxes, another one of those excellent booklets in H&D's Little Packaging Library.

2 Are you still affixing stamps to your correspondence and parcel post? We suggest you ask for a copy of the illustrated booklet, *Still Doing It the Hard Way?* You'll find it valuable.

3 Interesting descriptive brochure on American Airlines' "kangaroo service"—AA's combination air-surface operation—which provides air freight transportation for the long hauls and surface transportation for the short hauls.

4 Brochure describing a new type of metal closure device for plywood reusable containers, including special air cargo containers.

5 Readers concerned with effective materials handling may reserve without charge the Hyster Company's new 10-minute color and sound film on lift truck. Included in the film are on-the-job scenes filmed at various types of industries throughout the country.

6 Latest membership list of the Customs Brokers & Forwarders Association of America, national industry body.

7 How to Operate a Lift Truck, an informative 24-page, two-color booklet which utilizes the cartoon technique to provide information on lift truck operation. Drawings for setting up an obstacle course are also included.

8 Illustrated chart which describes the most efficient methods of handling wood construction. Designed for use by

shipping room and loading dock personnel. Includes numerous money-saving instructions for loading boxes on pallets, handling pallets by fork trucks and hand pallet trucks, and both truck and carloading methods.

9 New four-page folder illustrating and describing Elwell - Parker's Safe-Hite electric-powered 2,000-pound capacity fork truck.

10 BOAC's Air Cargo Memorandum Tariff No. 4, detailing latest transatlantic general and specific commodity rates. Includes such information as insurance, valuation charges, COD shipments, export documentation, etc.

11 Figuring on going to France? Here's an excellent 48-page booklet, *Aimancat for Tourists in France*, profusely illustrated with photos and drawings, and loaded with practical information, including a map of the country.

12 Descriptive booklet on Yale & Towne's Push-Pull Loader with Integral Slideshift which is used for palletless materials handling.

13 Here's another amusing brochure on the services of REA's Air Express Division—*Confessions of a Reformed Grouch*.

14 A New Concept in Partnership for Security, by Stuart G. Tipton, president, Air Transport Association—a discussion of airlift for national security.

15 Illustrated folder describing a manufacturer's complete line of tackers and staplers for the packing and shipping industry.

16 New brochure describing a firm's custom-engineered interior packaging

New Items This Month

It is the policy of the editors to retain each *Come 'n' Get It* item for a period of three months.

The items added this month are numbers 11 to 22 inclusive.

ing for industrial applications. Includes electronic components, hardware, pharmaceuticals, paper products and components, chemicals, food and candy, ceramics, plastic, and rubber products.

17 Air Express International's newly revised folder featuring Consular Documentary Requirements and Charges, including Commercial Invoice Declarations.

18 Users of electric industrial trucks will be interested in receiving information on a newly developed battery claimed to give a substantial amount of increased power in the same cube space, thereby making it the lowest cost battery to own and operate.

19 Memo Cargo Tariff of Pan American World Airways, including routing guides, documentary requirements, list of foreign consulates in the U. S., size limitations for packages, conversion table, etc.

20 Folder describing the interline freight services of Swissair and United Air Lines.

21 Series of bulletins covering the complete line of a manufacturer's four-wheel magnesium trucks. Presents detailed descriptions and specification data on platform trucks, trailer trucks, box trucks, towveyor trucks, etc.

22 Information on a new battery for industrial trucks which reportedly concentrates a considerable amount of additional power in the same battery-cube-space.

BOOKS

(Continued from Page 32)

175 pages; \$3.50) has written a basic book on a subject on which more speculative words have been spent than on any other subject we can think of. The author leans on cold science, building on the known to make some shrewd guesses on the unknown. Written in language for the layman, the book attempts to answer the usual supply of puzzled questions.

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Department, please turn this page . . .
Then tear it out and send it to the boss.*

Dear Mr. Boss:

There is a fine horse-and-buggy situation in your Shipping Dep't., and it's costing you plenty. That is, unless you use a certain mailing machine!

You see a Shipping Department has to have high type personnel—the courteous, intelligent, accurate, neat, efficient operator who gets the work out, and wants every package to be a credit to the Company.

Know what you pay such a worker nowadays? Ouch—more than you got when you were Branch Manager!

YET you make him waste his time sticking bits of paper together—kindergarten, patty cake stuff! We mean picking adhesive stamps out of a stamp box, moistening and sticking them to parcel post packages.

When he could do the job with a postage meter in one third the time, or less!

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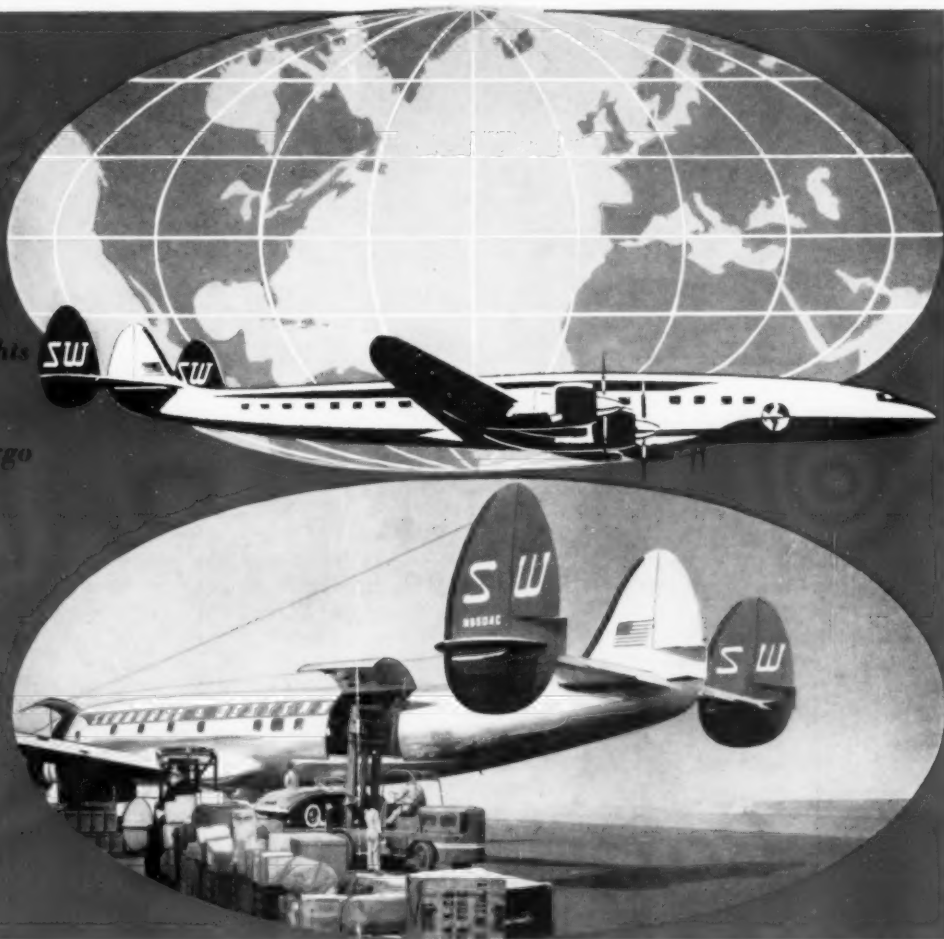
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